

OUR GREAT MAY SALE

The Bennett Company's Spot Cash Lands \$100,000 Worth of New Merchandise at a Fraction of Its Value from Overstocked Jobbers and Manufacturers

Never was power of ready cash more forcibly demonstrated. Never was purchasing power of Bennett's more impressively displayed

The money stringency that is everywhere more apparent than it seems to be in Omaha has created a state of affairs among many jobbers and manufacturers that is truly alarming. Dealers everywhere curtailed their purchases and cancellation of orders were numerous. Such conditions, wholly unexpected, when wholesalers were placing their orders, leaves them tremendously overstocked and anxious to unload. Our Mr. A. L. Schantz and a corps of department managers have just returned from one of the most profitable buying trips ever made for The Bennett Company. Through our immense outlet and with ready cash at their command they secured \$100,000 worth of new reasonable merchandise at lower figures than have been known since the memorable year of 1893.

These goods have all arrived and go on sale for the first time Monday morning. We promise you that no sale of recent years afforded bargains of such a sweeping nature. Its a master stroke in May merchandising that will set all Omaha talking. Practically the entire first and second floor departments are involved in this sale. Dress goods, silks, wash goods, domestics, linens, white goods, hosiery, underwear, laces, embroideries, ready-to-wear goods of every description are underpriced in a way that will crowd the store to its capacity. Here are May prices on the very goods you are needing and will need, lower than you could reasonably expect them in August. Just think what such a sale means to Omaha women—to YOU.

Most unusual circumstances makes these sales possible. Take the 8 o'clock car tomorrow morning and come

Bennett's Buyer Makes Sensational Suit Purchase in New York

Buys up New York manufacturer's entire surplus stock of swell Prince Chap Suits in the new 34-inch coat length. This is the newest New York fad and is an advance fashion hint for fall. These suits are the best tailored, highest grade \$35.00 suits we ever sold. Cut from finest shadow stripe panamas, wool rajahs, etc., in new leather shades, tans, champagnes, Copenhagen, navy, black etc.; also hairline stripe effects, coats lined with finest taffeta silk, collar is inlaid with Moire silk.



On Sale Monday
See 16th Street Window
14.50
Actually Worth \$50.00



If you want good silks for tiny sums.

Then you must come here Monday. All the "freight" shipments from our recent big purchase are now on sale. Never were bargains in quality silks more pronounced. Such silk selling knows no parallel here.

ON SALE MONDAY
85c Messaline and Peau de Cygne.....
27-inch Colored Taffeta, worth \$1.00.....
19-inch Colored Taffeta, worth 69c and 85c.....
Creme de Chine, in all colors.....
Fancy Taffetas and Novelty Louisines.....
Plain Pongees and Brilliant Plaids.....
39c

ON SALE MONDAY
\$1.00 Rough Silks, in all colors.....
\$1.00 Fancy Striped and Checked Silks, 27 in.....
27-inch Foulard Silks, worth \$1.00.....
White Foulards, with black dots, worth \$1.00.....
Handsome Plaid Silks, all widths, worth \$1.00.....
Silk Voiles, double fold, all colors.....
26-inch Colored Taffetas, worth \$1.00.....
49c

ON SALE MONDAY
\$1.25 Rough Silks, new color spot designs.....
\$1.25 Rough Silks, in stripes and checks.....
\$1.25 Fancy Taffetas, 27 inch, stripes.....
\$1.00 Louisines Silks and Novelty Effects.....
\$1.00 Pongee Dress Silks, every good color.....
\$1.00 Shirt Waist Silks, scores of styles.....
59c

ON SALE MONDAY
One very large assortment Plain and Fancy Taffetas, Plain and Novelty Silks of every description, including the new black and white checks, silks that ordinarily are considered splendid values upward to 75c; Friday in one big lot, your choice, per yard.....
29c

Black Silks: Look to us for the best bargains you ever bought. We bought them very cheap, so we will maintain our reputation of giving the best values.
27-inch guaranteed black taffeta, worth 85c, for **59c**
Heavy 27-inch black taffetas, best dollar silk made for **69c**
36-inch black, \$1.50 taffeta, rich, lustrous silk, yard **1.08**
36-inch imported \$2.00 and \$1.75 black taffeta, never such a price before **1.29**

A Dress Goods Sale that Breaks All Records
Did you ever hear of such remarkably low pricing. Shrewd merchandising brings here bargains that are without precedent in Omaha's retailing history. 10,000 yards choicest dress fabrics in Monday's sale.

Fine imported plain and fancy voiles, wool taffetas, silk poplins, silk voiles, wool panamas, and batistes. Also neat stripe and check weaves. The best \$1.25 to \$2.00 goods any store shows, at, yard **69c**
Thousands of yards of choicest new spring fabrics in every popular shade, everything desirable in this lot. Also blacks. The jobber simply sacrificed the goods to unload his stock. \$1.00 and \$1.25 goods **49c**

Tailored Waists in a Big Sale

One day should clean them out, for the values are extraordinary. Tailored Lawn Waists, full pleated one-half and three-quarter inch tucks, fancy embroidered collars and cuffs; a great one day event, at **1.95**
All Linen Tailored Waists, full pleated with three-quarter and one-inch tucks, double inverted pleated back, embroidered collar and cuffs, \$4.00 value **2.95**

Marvelous Selling of Laces and Embroideries
Corset Cover Embroideries—fine showy goods, 18 inches wide, before less than 25c, May sale price **10c**
Embroideries—Swiss and Nainsook edges and insertions to match, elaborate patterns, two to nine inches wide, values to 25c, yard **10c**
Cambrie Embroideries—5,000 yds. 3 to 9 inches wide, edges and insertions to match **5c**
Fancy Torchons—Here's the greatest bargain ever in laces, match sets, two and four inches wide, worth to 15c, in Monday sale at yard **2c**

By all Means Buy Furnishings Now

Every price, no matter how incredible the reductions may seem is an honest price. The purchasing power of BENNETT'S was never before brought home to you with more telling effect. Every item in this space deserves your whole attention.
GLOVES
Fine lisle gloves, 2-clasp fasteners, 12-button lengths, 89c values, **49c**
\$2.00 quality heavy silk gloves, double tipped fingers, Monday **\$1.29**
16-button length real kid gloves, very finest gloves imported, **\$2.98**
HOSIERY
Women's black seamless ribbed top hose, great 20c values, **12½c**
Imported lace lisle hose, black only, all fine 35c goods **25c**
Imported lisle hose, embroidered lace boot, all-over lace, etc., 50c and 75c kind **29c**
UNDERWEAR
Women's low neck sleeveless vests, full taped, 12½c goods for **8½c**
Women's fine crocheted trimmed vests, excellent 25c garments **17c**
Best lisle sleeveless vests, regular 50c qualities, in the May sale at **35c**

May Sale Bargains—Wash Goods, Domestics

Embroidered Mulls, some of the handsomest wash fabrics imported, sold to us in our big cash purchase at a ridiculous price, striking new color effects, \$1.50 and \$1.00 goods, at **59c**
Silk Mulls, everywhere being retailed at 35c, and worth it. The jobber was glad to sell at our figure, so now you get them **15c**
Silk Mouselines, exquisitely beautiful patterns, make dainty evening dresses or for afternoon functions, values 30c to 35c, big line; in this May sale, at, yard **15c**
Pillow Case Free with every dollar purchase in Domestics Monday.
45-inch Pillow Casing, 18c quality, for **9c**
Bleached Muslin, yard wide, 10c value for **6c**
Bleached Sheets, 81x90, extra heavy **39c**
89c Sheets, 81x90, heavy quality **59c**
Pillow Cases, 45x36-in., bleached, 12½c grades **8c**

Linens & White Goods

IN THE MAY SALE
High class novelty white fabrics, elegant 75c dress styles, sheer and dainty, floral and geometrical designs, in May sale, **29c**
36-inch Long Cloth—very fine, soft finish, just right for underwear, 15c quality, at **11c**
TABLE LINENS
72-inch, all linen, bleached satin Damask, heavy and durable, neat patterns, \$1.00 goods, **75c**
Napkins—20-inch, the best \$2.00 napkins we ever had, choice assortment of patterns, in **1.45**
May sale, at doz.

IN THE HARDWARE STORE
The new Norika Lawn Mower, with a 12-inch cutter bar, 9-inch wheels a good serviceable machine, perfect in every respect—Monday special **2.95**
We give a grass catcher free with all machines.
Others upward to **\$14.50**
Screen Doors, many styles, prices upward from **99c**
Mouse Traps, sure catch, 3 for 5c
Coat Hangers, 6 for **5c**
Liquid Veneer, 25c size for **19c**
Liquid Veneer, 50c size for **39c**
Steel Hoes, special **19c**
35c Galvanized Tubs for **65c**
75c Galvanized Tubs for **55c**
55c Host Reels, special **65c**
Rubber Hose, 50 foot lengths, complete with nozzle, **\$5.36** and **\$7.50**
Also hose to cut in any length—free quality.
Screen Door Hinges and Screws, at **12c**
And 10 Stamps
Lawn Rake steel, 24 tine **38c**
And 20 Stamps
PAINTS! PAINTS!
Carter's White Lead 100 lb. kegs, at **\$7.00**
Ready Mixed Paints, gallon 89c to **1.30** (Double Stamps Monday.)

BENNETT'S BIG GROCERY
Bennett's Excelsior Flour, sack **\$1.60**—and 40 Stamps
Bennett's Breakfast Coffee, 2-lb. can **40c**—and 50 Stamps
Tea assorted, pound **45c**—and 40 Stamps
Tea Siftings, pound **15c**—and 10 Stamps
Jell-O, Ice Cream Powder, two packages **20c**—and 10 Stamps
Green Gages, 10 cans **15c**—and 10 Stamps
Tea Garden Preserves, large jar **15c**—and 10 Stamps
Bayer's Aspirin, 10 tablets **15c**—and 10 Stamps
Best We Have, Earliest Paste, can **15c**—and 10 Stamps
Bennett's Capitol Oats, package **11c**—and 10 Stamps
Bennett's Capitol Baking Powder, pound **24c**—and 30 Stamps
Bennett's Capitol Extract, bottle **15c**—and 20 Stamps
Soldier's Pork and Beans, two cans **30c**—and 10 Stamps
Ghirardelli Chocolate, 4-lb. can **30c**—and 20 Stamps
Golden Spike Egg, 1/2 lb. can **15c**—and 10 Stamps
Gallardo's Imported Olive Oil, basket bottle **85c**—and 20 Stamps

SEED SPECIALS
Beet, Squash, Cabbage, Water Melon, Rhubarb, and herb seeds, six packages **5c**
GREEN TURTLE MEAT
Esig's Brand Green Turtle, large can **75c**
Esig's Brand Green Turtle, small can **30c**
(The choicest green and selected white meat.)

500 Pairs Women's Shoes & Oxfords, Monday Half & Less

1.98 This big special purchase in our May sale at most startling low prices known to the shoe world. These are new stylish up-to-date high and low cuts, in velvet kid, patent colt, gun metal and tans, laced and buttoned effects. From such makers as Levers and Sargent and The Cotter Shoe Co., values up to \$5.00, others at \$3.50, \$3.00 and \$2.50, Monday, pair **1.98**

"BENNETT'S SPECIAL" SEWING MACHINE \$13.69

Examine any machine in town then compare it with this one. "Bennett's Special" is a regular \$29.99 machine and fully guaranteed for ten years. Perfect in construction and action, new grip head model, solid oak case with five drawers, fitted with full set nicked attachments. It is noiseless and light running. Absolutely the greatest sewing machine bargain extant. Our usual Monday special price, \$13.69. We have other fine machines at special low prices worth seeing.

Save on Carpets and Curtains

BENNETT'S HAVE PAVED THE WAY WITH A MAY SALE FULL OF ECONOMIES. THESE AS AN ILLUSTRATION.
Tapestry Brussels Carpets, with stair frame, choicest new patterns, in May sale at **\$28**
Curtain Swives, three patterns, white ground and pink stripes, 12½c qualities, May sale price **6c**
Goblin Silkoline, yard wide, choice patterns, all colors, 15c quality, at **9c**
Cable Net Curtains, 3 yards by 45 inches, white or ecru, **1.59**
\$2.50 values, pair **1.59**
Nottingham Curtains, plain white and two-toned effects, worth **2.79**
\$3.75, pair **2.79**
Irish Point Curtains, new line handsome \$5.50 values, at **4.38**
pair **4.38**
Body Brussels Rugs, 9x12 feet, five frame, choicest new patterns, in May sale at **\$28**
Kashmir Rugs for bedrooms, dining room, etc., fast colors, **10.98**
9x12 feet, Monday **10.98**
Roxbury & Smith's Seamless Rugs, 9x12 feet, \$22.00 value **16.50**
Ruffled Curtains, 2½ yards by 48 inches wide, lace insertion and edge, or Battenberg trimmed, **79c**
\$1.50 values, pair

Monday's Furniture Sales

Some timely Furniture Bargains that are adapted for wedding gifts for June brides. Purchases made now will be delivered later at option of buyer.
Oak and mahogany Bed Davenport, with silk plush pantaloons or velvet coverings 12 styles \$45.00 values **\$32.50**
Brass Beds—Heavy two inch continuous posts with six one inch fillers finest \$40 beds made at **\$29.89**
Felt Mattresses—Forty-five pounds wool tufted and round corners best art ticking covers, nicely bound edges—very special offering at **\$8.89**
45-inch Pedestal Tables; extends to six feet, made of solid quarter-sawed oak and hand polished. \$25 tables for **\$18.75**
Parlor Suites—Twenty-five distinct styles; handsome oak and mahogany finished suites, with rich velours or leather upholstery, bought at a price that assures you absolute saving of from \$8 to \$20 each, retailing at \$24.85, \$30.00, \$40.00 and **\$55**
Oak Dressers—Large 18x20 inch bevel plate mirror **\$6.98**
fine value, Monday at **\$6.98**
Chiffonieres—Very firmly built, five drawer chiffonieres, **\$4.89**
to match dresser, Monday, at **\$4.89**
Adjustable Pin Curtain Stretches
Very firmly constructed Stretcher, with movable pins so scallops can be readily adjusted—a reasonable offering—a regular \$1.75 value, Monday special, at **1.29**
Feather Dusters—Large 18-inch Feather Duster, containing one hundred and fifty turkey feathers, has a nicked ferrule and leather cuff, \$1.50 article, Monday, at **59c**
Bissell's Carpet Sweepers—Bissell's Crown Jewel Sweeper, a sweeper that with ordinary care will last for years; a great labor saving device—special Monday, at **\$1.95**
And Fifty extra Trading Stamps.

The Bennett Company

OMAHA'S GREAT STYLE STORE